



Department of Housing and Community Development

May 26, 2010

NOTIFICATION OF VACANCY

MARKETING DIRECTOR

(Public Relations and Marketing Specialist IV)

POSITION #00367

LOCATION:

DHCD

**468 EAST MAIN STREET
SUITE 300B
ABINGDON, VA 24210**

HIRING RANGE:

\$50,000 - \$65,000 Annually

DUTIES AND RESPONSIBILITIES:

The Virginia Department of Housing and Community Development is seeking a Marketing Director to oversee the marketing of Southwest Virginia as a brand, Heartwood as a place, and the Southwest Virginia website as a virtual presence. Assure that the region, the brand and the website are consistently branded, the brand is protected, and the region is projected to the world as authentic, distinctive and alive. Assure the timely, high-quality maintenance of the website. Propose and implement innovative, tasteful and timely marketing strategies. Develop and oversee the development and implementation of a profitable merchandising operation. Address media inquiries, develop innovative media products and include and involve the Executive Director in any high visible or sensitive media issues. Assure that Heartwood and the website and staff is technology contemporary. This position is located in Abingdon.

QUALIFICATIONS GUIDE:

Considerable knowledge and experience in effective marketing techniques including print, electronic and interpersonal marketing; and venue and locality tourism tools. Contemporary competency with electronic media tools. Considerable knowledge in public relations including the ability to deal with all media while discerning issues for immediate personal response and those requiring Executive attention. Demonstrated ability to devise, implement and maintain an effective merchandising operation, and establish profitability for the enterprise. Considerable and demonstrated skills with personal computers, videography and website maintenance. Ability to manage multiple and diverse program elements and meet a variety of deadlines. Must have excellent oral and written communications skills. Experience in private sector business enterprise. Graduation from an accredited college or university in marketing, public relations, business, tourism, public administration or related field. Master's Degree preferred. A combination of education and experience in tourism and successful private sector business enterprises may be substituted for degree requirements.

TO BE CONSIDERED FOR THIS POSITION, YOU MUST COMPLETE A STATE APPLICATION THROUGH THE ON-LINE EMPLOYMENT SYSTEM <https://jobs.agencies.virginia.gov> BY WEDNESDAY, JUNE 9, 2010, 5:00 p.m. EST.

For additional information please contact our Human Resource Office, at (804) 371-7000

An Equal Opportunity Employer

Women, Minorities, Veterans and people with disabilities are encouraged to apply. Requests for reasonable accommodations will be provided to applicants in order to provide access to the application and/or interview process.